



# MISSOURI DIVISION OF TOURISM

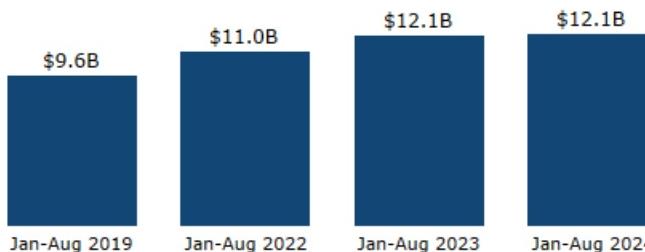
OCTOBER 2024 MISSOURI TRAVEL  
BAROMETER  
(DATA AVAILABLE AS OF 11/10/2024)



## Calendar Year-to-Date

## Tourism-Related Sales Revenue by Year

Calendar Year

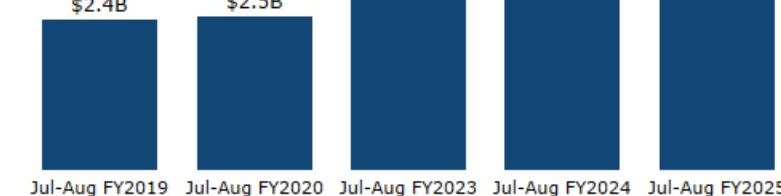


Jan-Aug 2024  
Tourism-Related Sales  
Revenue  
**\$12.1B**  
▲ 0.5% vs. STLY

## Fiscal Year-to-Date

## Tourism-Related Sales Revenue by Year

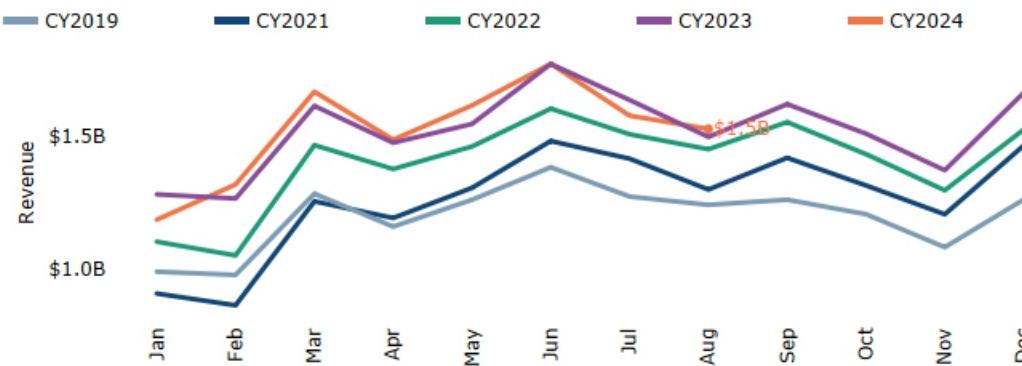
Fiscal Year



Jul-Aug FY2025  
Tourism-Related Sales  
Revenue  
**\$3.1B**  
▼ -0.9% vs. STLY

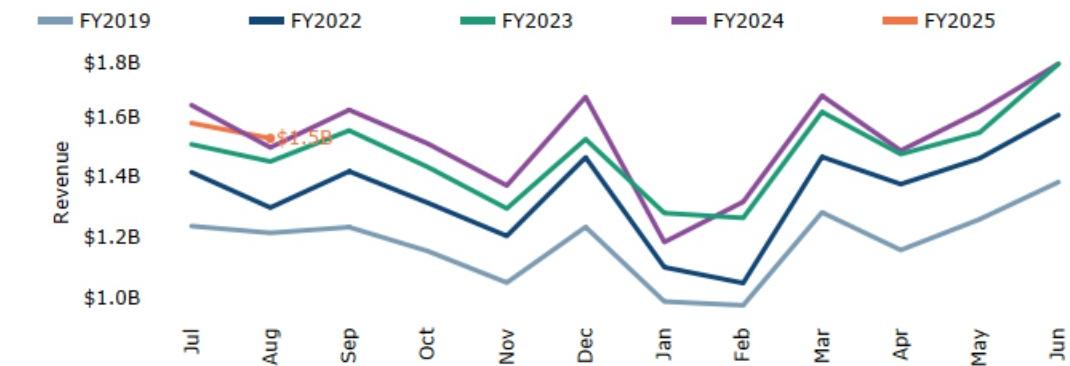
## Tourism-Related Sales Revenue by Month

Calendar Year



## Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year  
STLY = Same Time Last Year

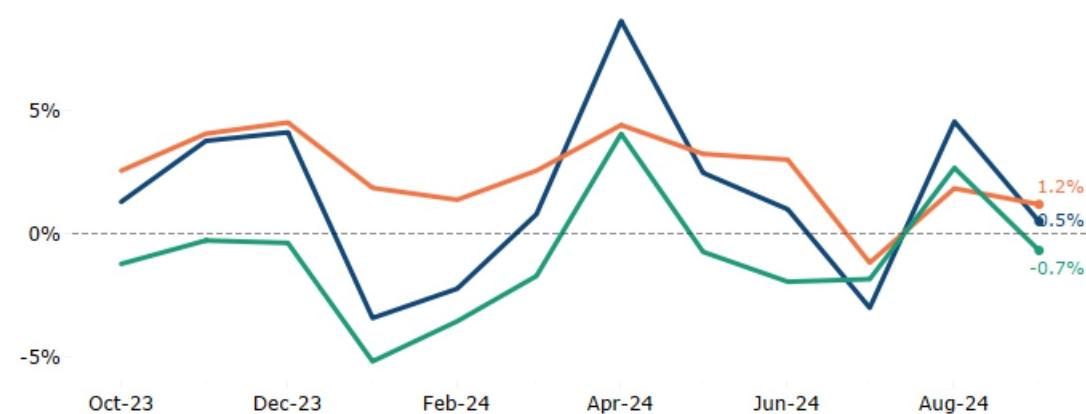
## Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2024	<b>60.0%</b>	<b>\$125</b>	<b>\$75</b>	<b>3.2M</b>	<b>1.9M</b>	<b>\$242.2M</b>
Change vs. Previous Year	▼ 0.7%	▲ 1.2%	▲ 0.5%	▼ 1.0%	▼ 1.7%	▼ 0.5%
Year-to-Date	<b>57.1%</b>	<b>\$122</b>	<b>\$70</b>	<b>29.5M</b>	<b>16.8M</b>	<b>\$2.1B</b>
Change vs. Previous Year	▼ 0.9%	▲ 2.1%	▲ 1.2%	▼ 0.4%	▼ 1.3%	▲ 0.8%

### STR Monthly Lodging Trends

% Change from Previous Year

■ Occupancy % Change   ■ ADR % Change   ■ RevPAR % Change



Source: STR  
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

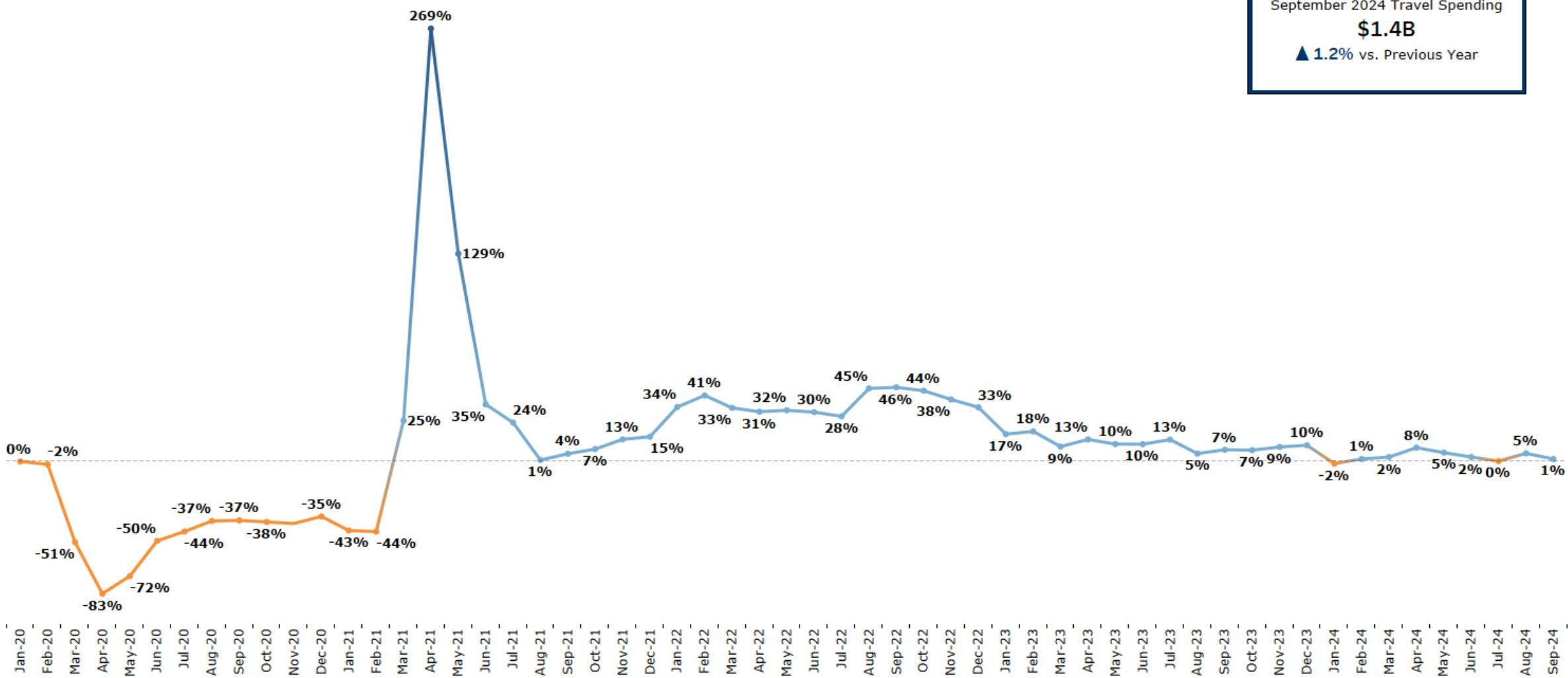


# Missouri Travel Barometer: Economic Impact



## Travel Spending in Missouri

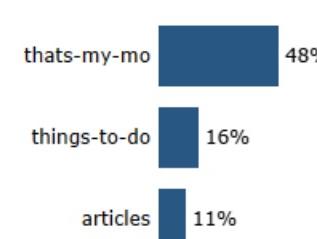
% Change from the same month in Previous Year



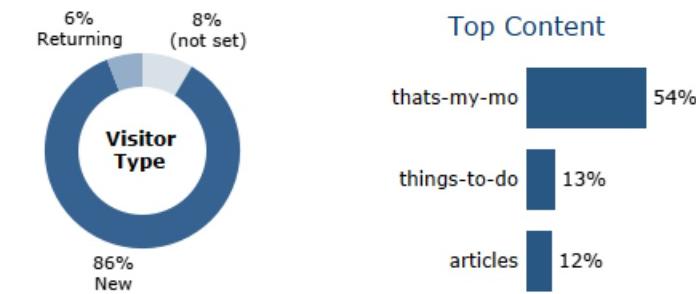
## Calendar Year-to-Date



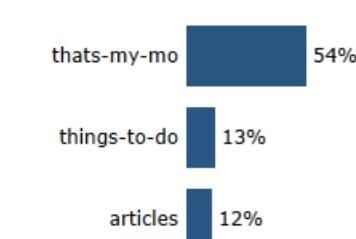
## Top Content



## Fiscal Year-to-Date



## Top Content

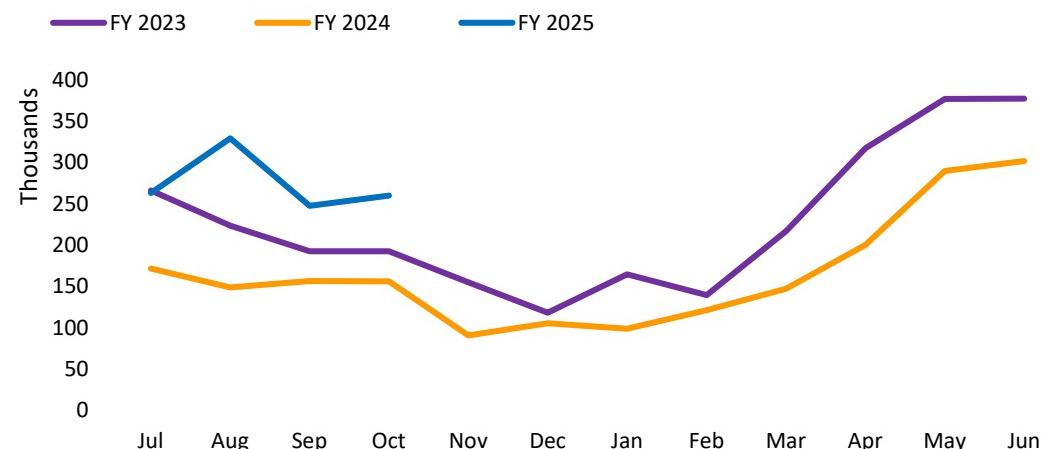


## Calendar Year Visits to VisitMO.com by Month



October 2024 hosted 260.1K visits, up 66.5% vs. Previous Year

## Fiscal Year Visits to VisitMO.com by Month



## Travel Guide Fulfillment

Oct 2024  
**1.5K**  
▼ -87.1% vs. STLY

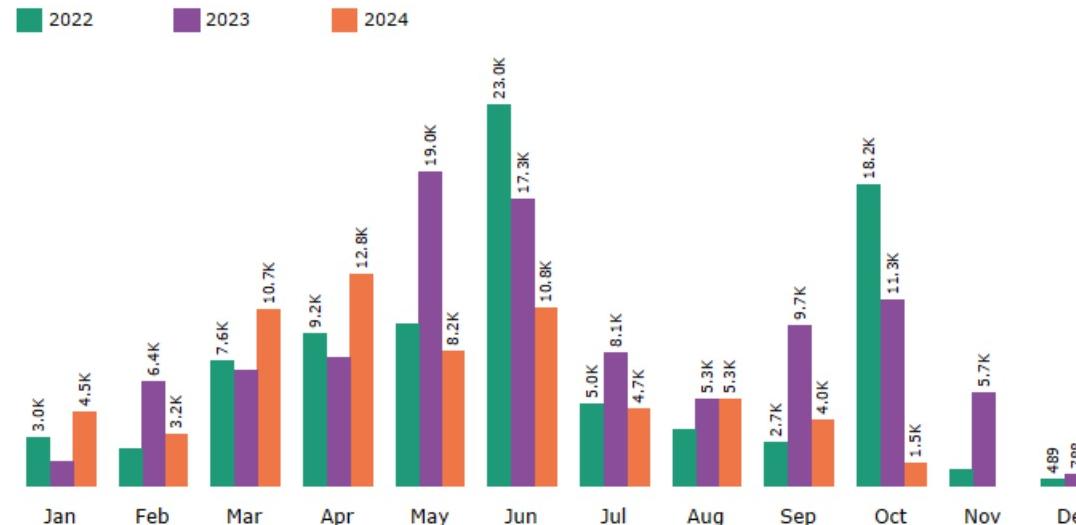
Jan-Oct 2024  
**65.6K**  
▼ -29.9% vs. STLY

## Welcome Center Visits

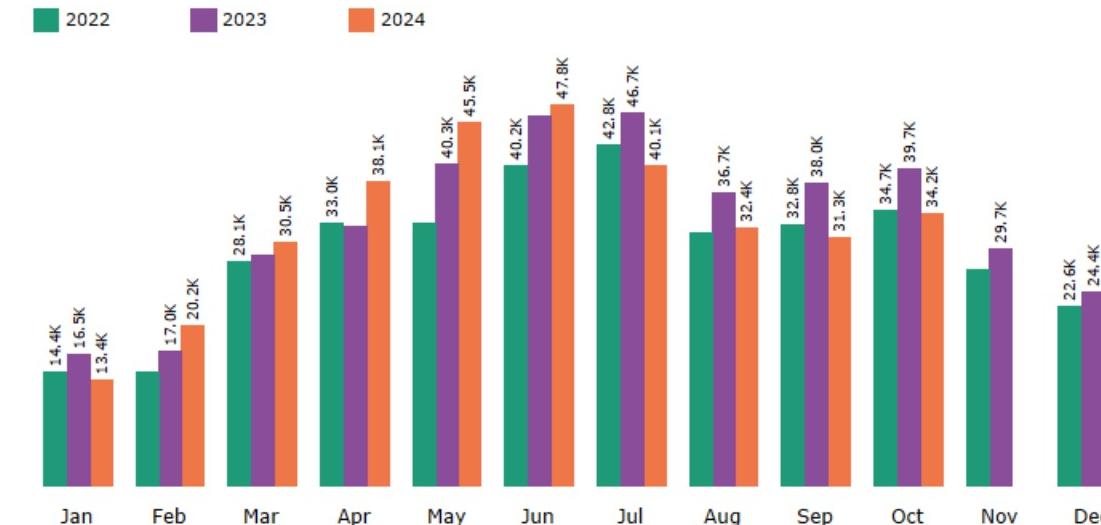
Oct 2024  
**34.2K**  
▼ -13.8% vs. STLY

Jan-Oct 2024  
**333.4K**  
▼ -2.7% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

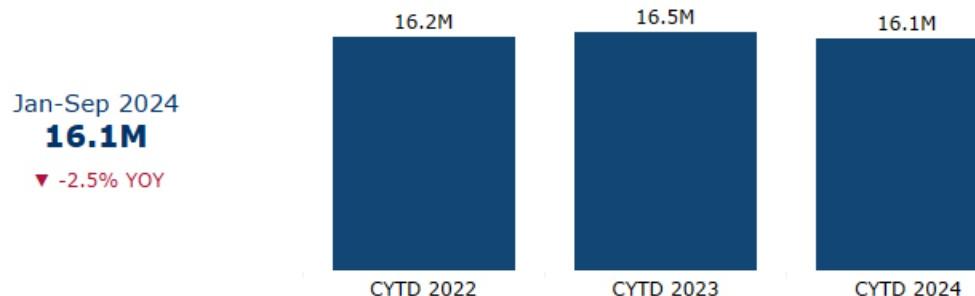


Welcome Center Visits by Month

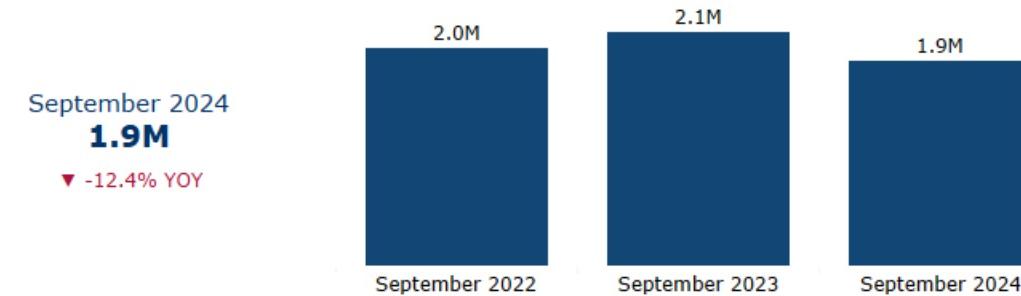


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

## Calendar Year-to-Date Visitation

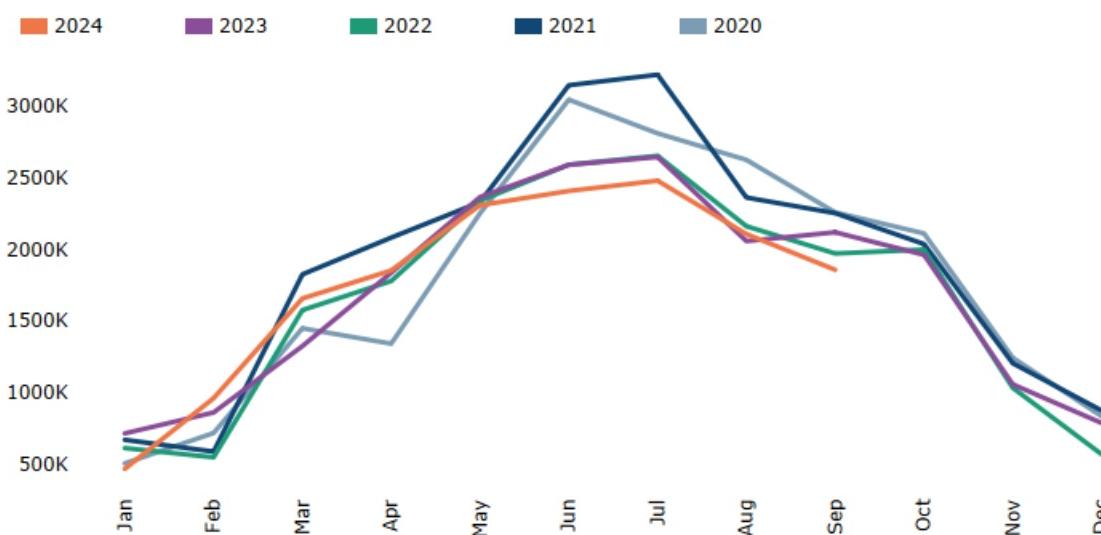


## Monthly Visitation

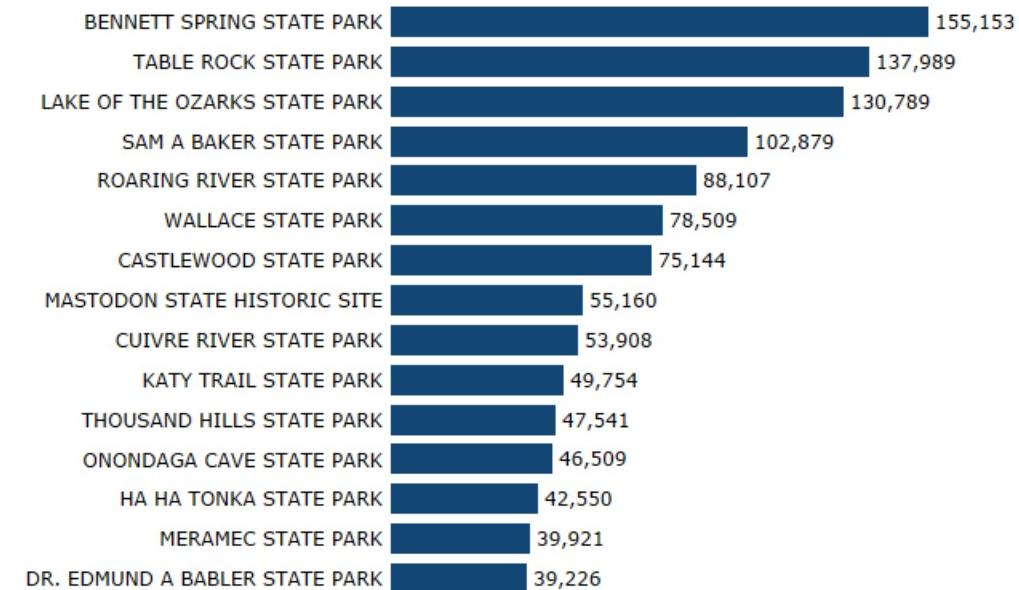


## State Parks Visitors by Month

All Missouri State Parks



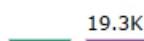
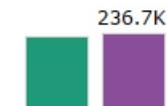
## Most Visited Missouri State Parks in September 2024





## Attendance by Park

2023      2024



**Gateway Arch NP**  
Jan-Sep  
+8.4% vs. Previous Year

**Ozark NSR**  
Jan-Sep  
+1.9% vs. Previous Year

**Wilson's Creek NB**  
Jan-Aug  
+4.0% vs. Previous Year

**George Washington Carver NM**  
Jan-Sep  
+4.7% vs. Previous Year

**Ulysses S. Grant NHS**  
Jan-Aug  
+29.7% vs. Previous Year

**Harry S Truman NHS**  
Jan-Sep  
-8.9% vs. Previous Year

# Airport Throughput by State

October 2024



Month  
October 2024

Primary State  
Missouri

Comparison State 1  
Illinois

Comparison State 2  
Tennessee

Compare to  
Previous Year

Report Type  
Month

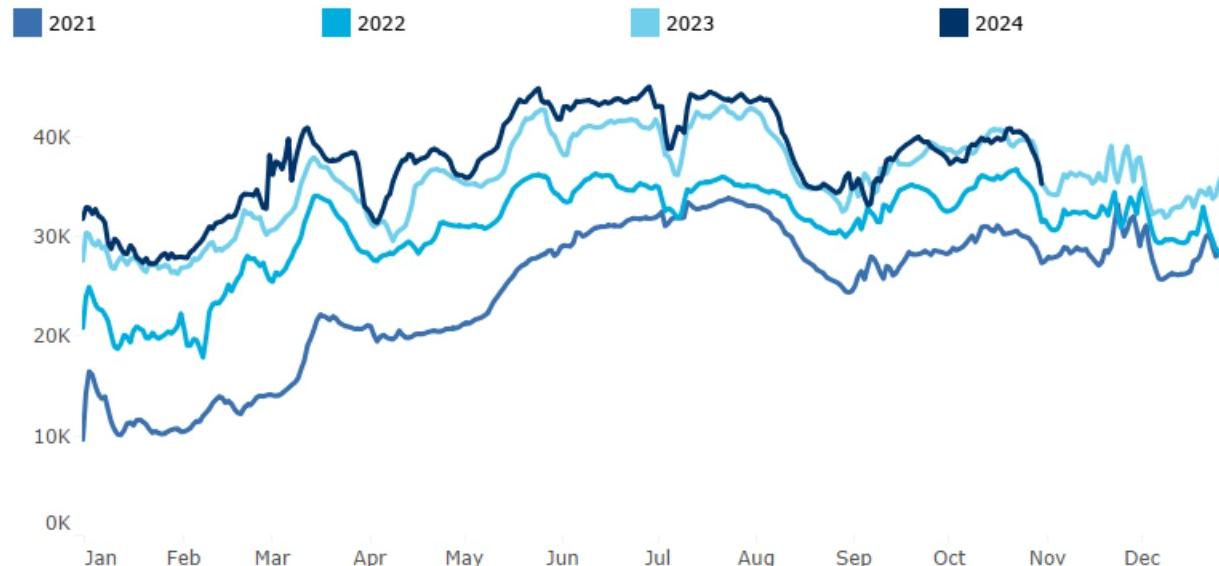


MOM      October 2024 YOY      October 2024 vs. 2019      Month YOY vs. Previous Year

**▲ 1.9%**      **▼ -0.6%**      **▲ 1.1%**      **▼ -0.6%**

## Throughput: Missouri

7 day moving average trend



## Competitive Set Throughput

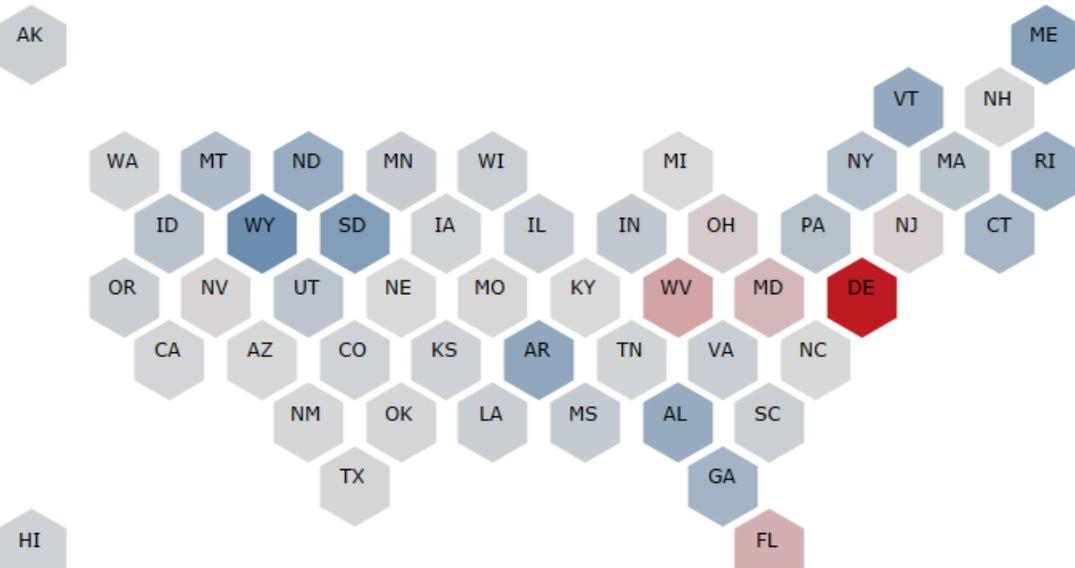
Last 6 months, vs the same months in 2023

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
<b>Missouri</b>	<b>+8%</b>	<b>+6%</b>	<b>+4%</b>	<b>+5%</b>	<b>+1%</b>	<b>-1%</b>
Illinois	+10%	+7%	+8%	+9%	+5%	+3%
Tennessee	+8%	+8%	+7%	+10%	+4%	+1%
USA	+8%	+6%	+5%	+5%	+2%	+1%

## Throughput by State of Departure

October 2024 Month vs the same time period in 2023 (Click to filter)

Throughput YOY  
-50.0% +50.0%



# Missouri Throughput by Airport

October 2024



Month  
October 2024

State  
Missouri

Compare to  
Previous Year

Report Type  
Month

## Throughput by Week

State: Missouri; Airport: All



## Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
All Airports	8%	6%	4%	5%	1%	-1%
St. Louis Lambert International	10%	6%	4%	6%	2%	-1%
Kansas City International	6%	4%	3%	3%	-1%	-1%
Springfield-Branson National	11%	15%	11%	13%	9%	4%
Columbia Regional	8%	8%	3%	6%	15%	11%
Joplin Regional	6%	28%	51%	56%	59%	52%
Cape Girardeau Regional	42%	18%	11%	24%	1%	36%
Waynesville-St Robert Regional Forney Field	27%	12%	25%	13%	1%	9%
Kirksville Regional	27%	65%	100%	54%	48%	23%
Branson Airport				-100%	-100%	-100%

## Map View of Airports

October 2024 Month, % change relative to 2023

